

# global youth tobacco survey



WORLD HEALTH ORGANIZATION



The **GYTS** is intended to enhance the capacity of countries to design, implement, and evaluate comprehensive tobacco control programs.



## 1999

Barbados	Philippines
Brazil	Poland
Chile	Russian Federation
China	Singapore
Colombia	South Africa
Costa Rica	Sri Lanka
Dominican Republic	Ukraine
Fiji	United States
Jordan	Venezuela
Mexico	Zimbabwe

## 2000

American Samoa	Macau
Argentina	Micronesia
Bahamas	Montserrat
Bolivia	Nepal
Botswana	Nigeria
Dominica	Northern Mariana Islands
Ghana	Palau
Grenada	Peru
Guam	Suriname
Guyana	Tanzania
India	Thailand
Indonesia	Trinidad & Tobago
Jamaica	Uganda

The **GYTS** comprises  
**54**  
country-approved  
questions  
designed to gather data on  
these seven topics ➡

### Prevalence of cigarette smoking and other tobacco use among young people

- ◆ how many young people have experimented with smoking cigarettes, use other forms of tobacco products
- ◆ the age at which young people begin cigarette smoking
- ◆ what brand of cigarettes young people smoke
- ◆ where young people usually smoke

### Knowledge and attitudes of young people towards cigarette smoking

- ◆ the strength of intention to remain non-smokers among young people who never smoked (index of susceptibility)
- ◆ what young people perceive to be the social benefits and the health risks of smoking cigarettes
- ◆ the extent of peer pressure on young people to begin cigarette smoking

### Role of the media and advertising on young people's use of cigarettes

- ◆ how receptive young people are to cigarette advertising and other activities that promote cigarette use
- ◆ awareness and exposure of young people to anti-smoking messages

### Access to cigarettes

- ◆ where young people usually get their cigarettes
- ◆ whether sellers refuse to sell young people cigarettes because of their age
- ◆ how much money young people spend on cigarettes

### Tobacco-related school curriculum

- ◆ what young people were taught in school about tobacco
- ◆ young people's perceptions of their school's programs to prevent cigarette use

### Environmental tobacco smoke (ETS)

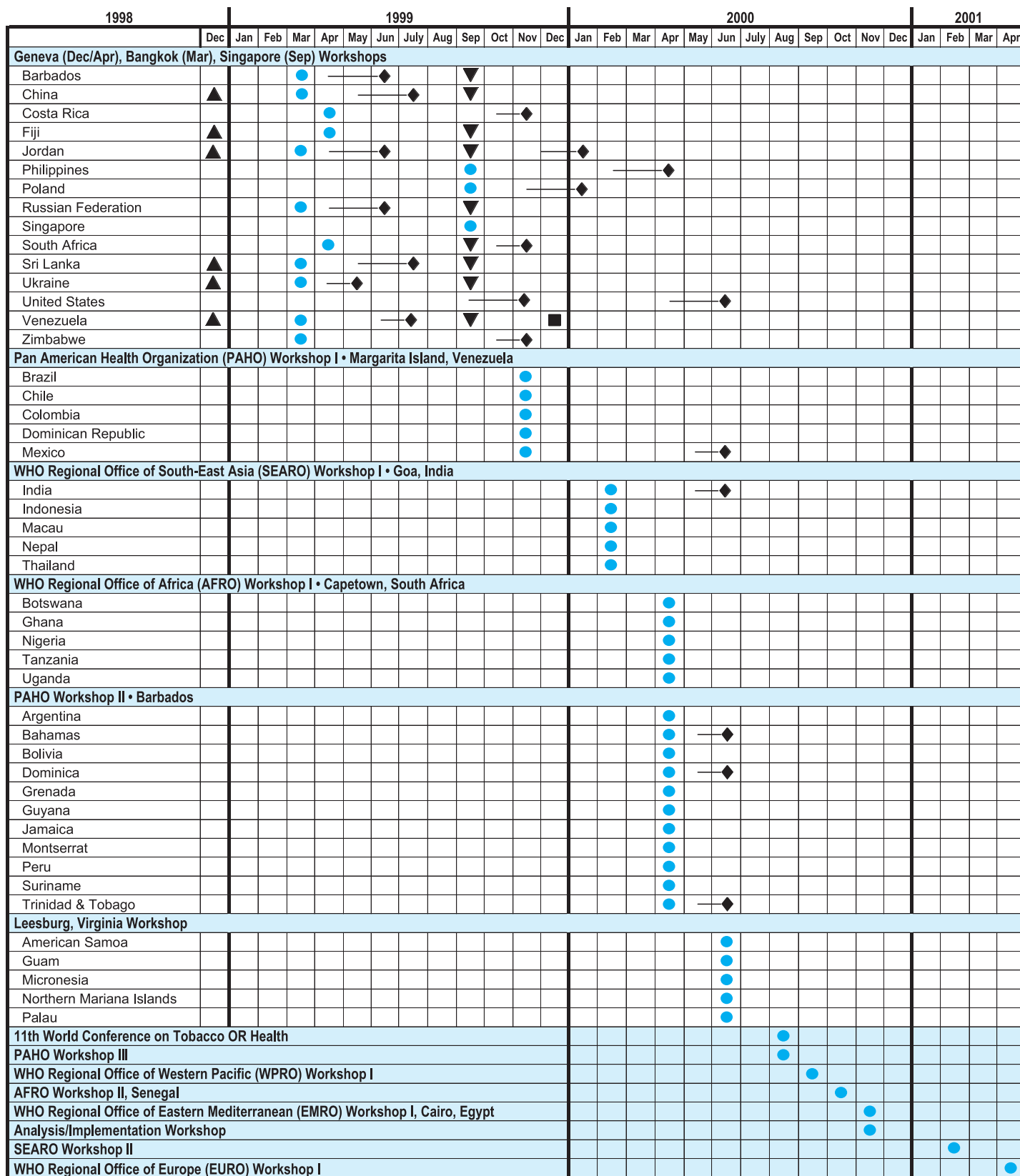
- ◆ the extent of young people's exposure to smoking at home and in other places
- ◆ young people's perceptions about the harmful effects of ETS

### Cessation of cigarette smoking

- ◆ the short- and long-term likelihood that young cigarette smokers will quit

## GYTS Methodology

- ◆ School-based survey of students aged 13-15
- ◆ Can include public and private schools
- ◆ Multi-stage sample design with schools selected proportional to enrollment size
- ◆ Classrooms chosen randomly within selected schools
- ◆ All students in selected classes eligible for participation
- ◆ Anonymous and confidential self-administered questionnaire
- ◆ Computer-scannable answer sheets
- ◆ Requires only 30-40 minutes to administer
- ◆ Fieldwork conducted in 6-8 weeks
- ◆ Country-level data with regional level stratification possible
- ◆ 54 tobacco-specific questions on core questionnaire
- ◆ Country may add questions to the questionnaire



# GYTS Technical Assistance

Tobacco Free Initiative / WHO  
and the Office on Smoking and Health/CDC  
provide technical assistance to countries as they develop  
and implement their country-specific GYTS:

- ◆ Sample design and selection
- ◆ GYTS questionnaire development
- ◆ Development of Survey Administrator Handbook
- ◆ Training of GYTS Research Coordinators
- ◆ Provision of Answer Sheets
- ◆ Data management and Answer Sheet scanning
- ◆ Editing, weighting, and initial analysis of the data
- ◆ Preparation of reports

We provide ongoing technical assistance via teleconference and e-mail.

For more information or technical support, please contact us at:

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